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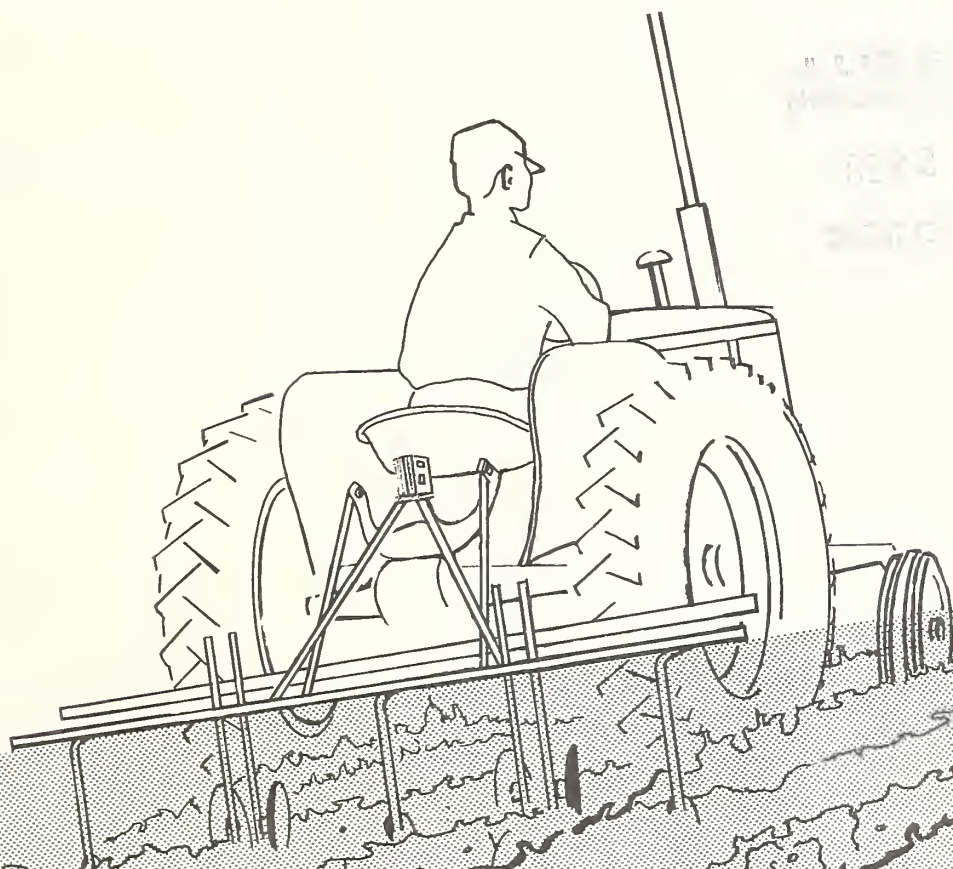
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1971  
ACREAGE  
**MARKETING**  
GUIDES

WINTER VEGETABLES  
and POTATOES



## PREFACE

The nature of fresh vegetable markets makes farsighted production planning at least as necessary as it is for many industrial goods. Helping farmers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the total supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- cannot be controlled. But growers have full control over plantings. They can help to balance market conditions by planting optimum acreages -- acreages likely to result in enough production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well versed in the vegetable field.

The final guide recommendations for principal 1971 fresh winter vegetables and potatoes are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

## CONTENTS

### Page

#### 1970 Highlights:

|                                   |    |
|-----------------------------------|----|
| Winter Vegetables.....            | 3  |
| Winter Potatoes.....              | 4  |
| Production and Value, By States.. | 5  |
| Foreign Trade.....                | 8  |
| Processed Vegetables.....         | 11 |
| General Economic Activity.....    | 14 |
| Demand For Vegetables.....        | 14 |
| 1971 Guide Recommendation.....    | 15 |

#### Commodity Recommendations:

### Page

### Page

|                 |    |                    |    |
|-----------------|----|--------------------|----|
| Snap beans..... | 16 | Lettuce.....       | 26 |
| Cabbage.....    | 17 | Green peppers..... | 29 |
| Carrots.....    | 18 | Spinach.....       | 28 |
| Celery.....     | 19 | Tomatoes.....      | 30 |
| Sweet corn..... | 23 | Potatoes.....      | 34 |
| Escarole.....   | 24 |                    |    |



1971 ACREAGE-MARKETING GUIDES  
WINTER VEGETABLES AND POTATOES

I. 1970 Highlights - Vegetables

The 1970 aggregate production of 12 principal fresh winter vegetables was 6 percent less than the moderate volume in 1969 (Table 1). All vegetables except lettuce returned average prices higher than a year earlier, and 1970 total winter crop value -- \$206 million -- was down only 3 percent from last season's \$213 million.

In 1970, growers increased total plantings of broccoli and lettuce, planted an equal acreage of sweet corn but reduced plantings of other crops by substantial percentages (Figure 1). As a result, aggregate plantings were 5 percent less than a year earlier. Acreage losses were moderate in winter producing areas except in Florida where, following an early January freeze, losses were high for snap beans, sweet corn, escarole, green peppers and tomatoes.

Crop yields per acre ranged from record high for California celery to about 50 percent of normal for Florida sweet corn and green peppers. Also, Florida fresh tomato yield was low.

Production levels for 10 of 12 vegetables were down from a year earlier (Figure 2). Broccoli output was a little higher and lettuce tonnage was up 6 percent because of the record California crop. Cabbage and carrot supplies were down sharply. The relatively tight supply of winter crop cabbage coincided with below average storage holdings in the North. Celery production was down a little but was adequate for market needs. Sweet corn and green pepper outputs were well below needs as were tomatoes. Short domestic supplies of green peppers and tomatoes resulted in increased import volume of these crops from Mexico.

For winter fresh vegetable crops originating in Florida, market prices advanced following the freeze. For the season, green pepper prices averaged \$26.30 per hundredweight, about double the recent average. Snap beans returned \$19.40 and sweet corn, \$11.00. The heavy volume of tomatoes imported from Mexico held grower prices in Florida to a \$13.00 per hundredweight average versus \$11.60 for the 1969 winter crop. Western lettuce prices were under pressure most of the winter in contrast with firm price trends for cabbage, cauliflower and celery.

A summary of winter crop production and value by States is shown in Table 2. Crop values are basis f.o.b. shipping point.

Arizona: Aggregate winter fresh vegetable production was down slightly. Total vegetable value in 1970 was down 23 percent. A low value for lettuce more than offset substantial gains for broccoli, cabbage and cauliflower.

California: Aggregate production was up 7 percent, and total vegetable value in 1970 compared closely with 1969. High returns for cabbage and celery offset lower values for lettuce and carrots.

Florida: Production of each of the 8 vegetables was down, with an average reduction of 26 percent. Total crop value was off 9 percent. Aggregate vegetable value was the highest total among the 4 winter producing States.

Texas: All crops except cabbage showed a production decline in 1970. A high return on cabbage was largely responsible for a 16 percent gain in total crop value.

#### Potatoes

The 1970 total winter potato production was almost a tenth less than 1969's moderate output. In Florida, low yields were responsible for a sharply reduced tonnage. In California a high yield more than offset an acreage reduction, and production was up slightly.

Florida potato shipments were light during the winter. Much of the acreage in Dade County was harvested in April, about a month later than usual. However, the Florida spring crop was late, which permitted winter marketings to move with minimal overlap from spring sales. The Florida winter crop returned a high average price.

California marketings, which move mostly to local outlets, were in light volume throughout the winter. California late winter potato prices held well above early winter levels.

Table 1.--Winter Vegetables, Fresh: Planted acreage and production, 1968-70

| Commodity     | Planted acreage |         |         | Production        |        |        |
|---------------|-----------------|---------|---------|-------------------|--------|--------|
|               | 1968            | 1969    | 1970    | 1968              | 1969   | 1970   |
|               | <u>Acres</u>    |         |         | <u>1,000 cwt.</u> |        |        |
| Snap beans    | 15,200          | 15,600  | 15,200  | 492               | 566    | 275    |
| Broccoli      | 2,650           | 3,050   | 3,400   | 85                | 97     | 107    |
| Cabbage       | 39,500          | 47,000  | 42,600  | 7,611             | 7,608  | 7,126  |
| Carrots       | 27,900          | 37,600  | 35,300  | 5,263             | 6,048  | 5,512  |
| Cauliflower   | 2,250           | 2,200   | 1,400   | 76                | 128    | 96     |
| Celery        | 10,800          | 11,500  | 10,900  | 5,036             | 5,492  | 5,423  |
| Sweet Corn    | 9,200           | 12,700  | 12,700  | 630               | 675    | 304    |
| Escarole      | 6,600           | 8,000   | 7,500   | 756               | 803    | 771    |
| Lettuce       | 71,700          | 84,300  | 85,400  | 12,240            | 13,221 | 13,989 |
| Green Peppers | 7,100           | 7,000   | 6,000   | 828               | 618    | 230    |
| Spinach       | 6,400           | 8,400   | 7,900   | 343               | 371    | 361    |
| Tomatoes      | 13,100          | 15,000  | 12,300  | 2,340             | 2,248  | 1,392  |
| Potatoes      | 22,200          | 21,000  | 19,500  | 3,885             | 3,828  | 3,467  |
| Total 1/      | 212,400         | 252,350 | 240,600 | 35,700            | 37,875 | 35,586 |

1/ Excludes potatoes.

Table 2.--Fresh Vegetables, Winter: Production and value, by States, 1969 and 1970, and percentage change in 1970 compared with 1969

| State,<br>Commodity | Production        |                   |                               | Value          |                |                               |
|---------------------|-------------------|-------------------|-------------------------------|----------------|----------------|-------------------------------|
|                     | 1969              | 1970              | Percentage<br>change,<br>1970 | 1969           | 1970           | Percentage<br>change,<br>1970 |
|                     |                   |                   |                               |                |                |                               |
|                     |                   |                   |                               |                |                |                               |
|                     | <u>1,000 cwt.</u> | <u>1,000 cwt.</u> | <u>Percent</u>                | <u>\$1,000</u> | <u>\$1,000</u> | <u>Percent</u>                |
| <b>Arizona:</b>     |                   |                   |                               |                |                |                               |
| Broccoli            | 42                | 52                | + 24                          | 546            | 827            | + 51                          |
| Cabbage             | 165               | 210               | + 27                          | 676            | 1,178          | + 74                          |
| Cauliflower         | 50                | 60                | + 20                          | 705            | 936            | + 33                          |
| Lettuce             | 3,059             | 2,958             | - 3                           | 20,801         | 14,672         | - 29                          |
| Total               | 3,316             | 3,280             | - 1                           | 22,728         | 17,613         | - 23                          |
| <b>California:</b>  |                   |                   |                               |                |                |                               |
| Cabbage             | 770               | 1,081             | + 40                          | 2,695          | 5,589          | +107                          |
| Carrots             | 2,408             | 2,067             | - 14                          | 11,893         | 10,417         | - 12                          |
| Celery              | 2,712             | 2,709             | - 1                           | 11,691         | 15,497         | + 33                          |
| Lettuce             | 8,908             | 9,953             | + 12                          | 46,322         | 41,006         | - 11                          |
| Spinach             | 161               | 175               | + 9                           | 1,996          | 2,240          | + 12                          |
| Total               | 14,959            | 15,985            | + 7                           | 74,597         | 74,749         | + 1                           |
| <b>Florida:</b>     |                   |                   |                               |                |                |                               |
| Snap Bean           | 566               | 275               | - 51                          | 7,415          | 5,335          | - 28                          |
| Cabbage             | 4,048             | 2,890             | - 29                          | 11,486         | 15,895         | + 38                          |
| Celery              | 2,780             | 2,714             | - 2                           | 13,066         | 16,040         | + 23                          |
| Sweet Corn          | 675               | 304               | - 55                          | 5,805          | 3,344          | - 42                          |
| Escarole            | 803               | 771               | - 4                           | 5,862          | 6,523          | + 11                          |
| Lettuce             | 414               | 390               | - 6                           | 4,057          | 3,978          | - 2                           |
| Green peppers       | 618               | 230               | - 63                          | 9,080          | 6,049          | - 33                          |
| Tomatoes            | 2,248             | 1,392             | - 38                          | 26,077         | 18,096         | - 31                          |
| Total               | 12,152            | 8,966             | - 26                          | 82,848         | 75,260         | - 9                           |
| <b>Texas:</b>       |                   |                   |                               |                |                |                               |
| Broccoli            | 55                | 55                | 0                             | 588            | 786            | + 34                          |
| Cabbage             | 2,625             | 2,945             | + 12                          | 9,586          | 16,530         | + 72                          |
| Carrots             | 3,640             | 3,445             | - 5                           | 14,728         | 15,328         | + 4                           |
| Cauliflower         | 78                | 36                | - 54                          | 1,034          | 652            | - 37                          |
| Lettuce             | 840               | 688               | - 18                          | 4,788          | 2,855          | - 40                          |
| Spinach             | 210               | 186               | - 11                          | 2,184          | 2,083          | - 5                           |
| Total               | 7,448             | 7,355             | - 1                           | 32,908         | 38,234         | + 16                          |
| <b>Total Winter</b> | <b>37,875</b>     | <b>35,586</b>     | <b>- 6</b>                    | <b>213,081</b> | <b>205,856</b> | <b>- 3</b>                    |

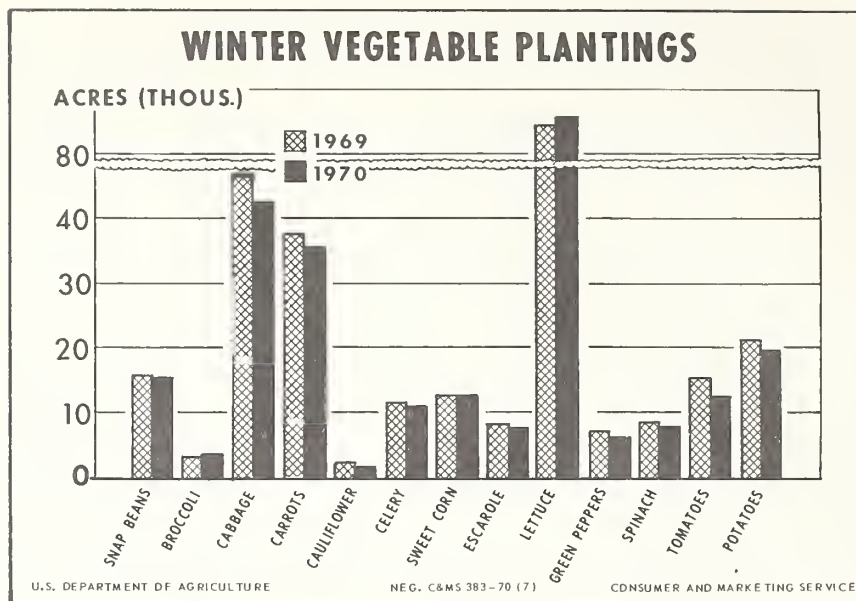


Figure 1

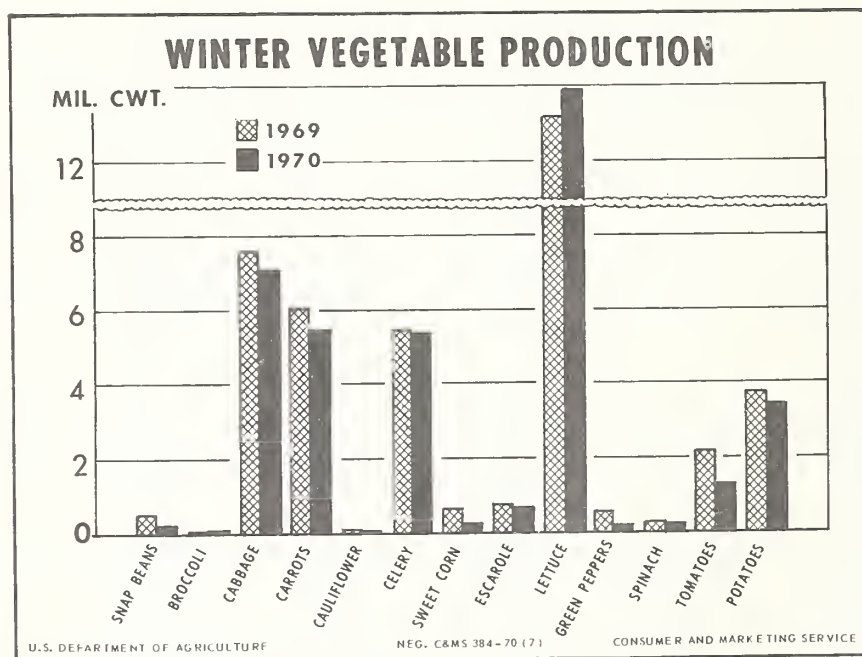


Figure 2



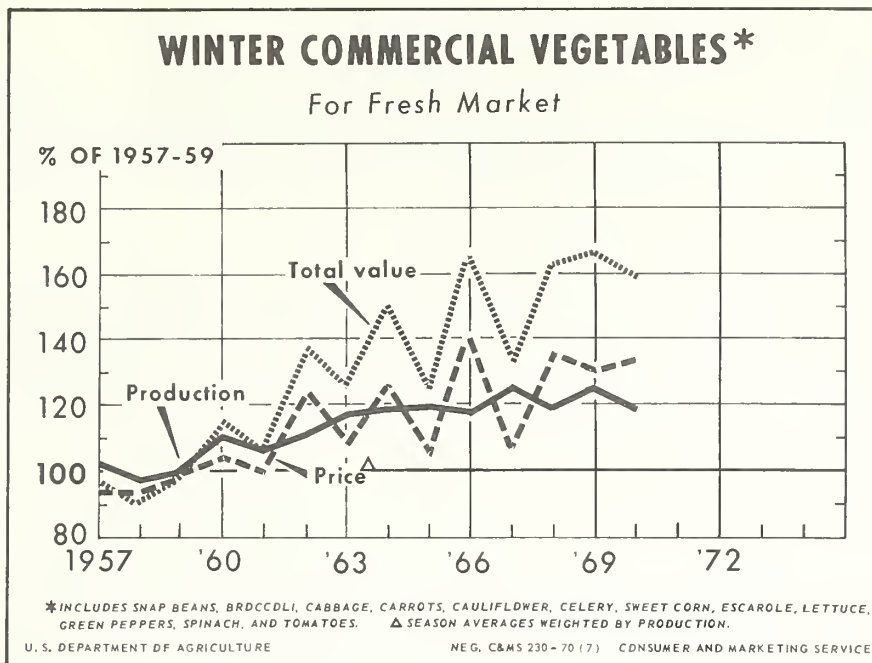


Figure 3

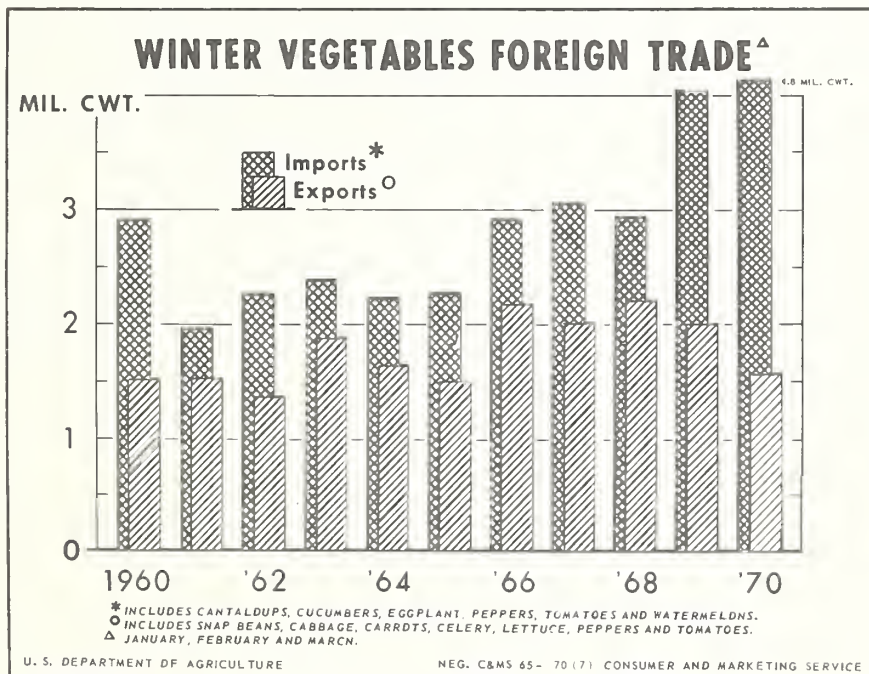


Figure 4

## II. Fresh Winter Vegetables-Foreign Trade

From November 1969 through April 1970, total imports of principal fresh vegetables and melons amounted to 8.3 million hundredweight, a fourth more than the 1968/69 aggregate of 6.7 million. Reflecting smaller domestic supplies, the 1969/70 total export volume of fresh vegetables was 8 percent less (Figure 4).

Mexico continued as the principal source of fresh vegetable imports (Table 3). In the 1969/70 season, imports of Mexican fresh tomatoes increased sharply, and gains also were recorded for Mexican green peppers, eggplant, cucumbers, green beans and onions. A moderate volume of cucumbers was shipped in from the Bahamas, British Honduras, and Jamaica. Melon imports from Mexico were substantial. Compared with a year earlier, fewer carrots and potatoes arrived from Canada.

Total exports of principal fresh vegetables declined for the second successive year. The November 1969 - April 1970 aggregate volume was 3.5 million hundredweight (Tables 4 and 4A). This compared with 3.8 million hundredweight in 1968/69 and 4.3 million 1967/68. Lettuce shipments to Canada and Western Europe continued in good volume. Cabbage movement to foreign markets was up substantially, but celery, carrot and green pepper exports were down. Fresh tomato exports matched the year-earlier total.

Canada is expected to continue as the major export outlet for winter vegetables in 1970/71. Additional quantities likely will move to the Caribbean area and western Pacific Islands. However, the domestic volume shipped to Western European countries in 1970/71 and the years ahead will depend on delivered price levels, a reduction in time in transit, and the availability of competitive supplies from other countries. For example, the production of fresh winter vegetables for export is being expanded in Italy, Israel, and on the West Coast of Africa.

The volume of fresh winter vegetables imported from Mexico likely will continue to expand. Following the highly profitable 1969/70 season, a further increase in plantings of Mexican vegetables for export to the U. S. is expected. With good yields next season, the potential volume for shipment to U. S. markets could be the largest ever.

Table 3 .--Winter Fresh Vegetables: Imports, selected months, 1969/70  
with comparisons

| Commodity and        | 1969     |          | 1970     |          |           |           | Total 6 months |           |
|----------------------|----------|----------|----------|----------|-----------|-----------|----------------|-----------|
| country of origin    | Nov.     | Dec.     | Jan.     | Feb.     | Mar.      | Apr.      | 1969/70        | 1968/69   |
| 1,000 hundredweight  |          |          |          |          |           |           |                |           |
| <u>Green Peppers</u> |          |          |          |          |           |           |                |           |
| Mexico               | 2        | 21       | 81       | 132      | 173       | 110       | 518            | 382       |
| Other                | <u>2</u> | <u>4</u> | <u>5</u> | <u>7</u> | <u>7</u>  | <u>9</u>  | <u>34</u>      | <u>26</u> |
| Total                | 4        | 25       | 86       | 139      | 180       | 119       | 553            | 408       |
| <u>Eggplant</u>      |          |          |          |          |           |           |                |           |
| Mexico               | 1        | 28       | 37       | 44       | 55        | 36        | 200            | 109       |
| Other                | <u>-</u> | <u>-</u> | <u>*</u> | <u>*</u> | <u>*</u>  | <u>*</u>  | <u>1</u>       | <u>*</u>  |
| Total                | 1        | 28       | 37       | 45       | 55        | 36        | 201            | 109       |
| <u>Tomatoes</u>      |          |          |          |          |           |           |                |           |
| Mexico               | 56       | 187      | 777      | 1,049    | 1,223     | 1,517     | 4,809          | 3,503     |
| Other                | <u>4</u> | <u>2</u> | <u>5</u> | <u>8</u> | <u>10</u> | <u>11</u> | <u>40</u>      | <u>21</u> |
| Total                | 61       | 189      | 783      | 1,056    | 1,233     | 1,528     | 4,849          | 3,524     |
| <u>Cucumbers</u>     |          |          |          |          |           |           |                |           |
| Mexico               | 6        | 179      | 188      | 235      | 279       | 201       | 1,087          | 930       |
| Bahamas              | -        | -        | 28       | 12       | 5         | *         | 46             | 90        |
| British Honduras     | -        | 1        | 23       | 29       | 31        | 10        | 94             | 60        |
| Dom. Republic        | -        | *        | 1        | 1        | *         | *         | 2              | 40        |
| Jamaica              | -        | -        | 5        | 17       | 14        | 6         | 42             | 21        |
| Canada               | -        | -        | *        | -        | *         | 6         | 6              | 8         |
| Other                | <u>-</u> | <u>1</u> | <u>2</u> | <u>2</u> | <u>3</u>  | <u>*</u>  | <u>8</u>       | <u>3</u>  |
| Total                | 6        | 181      | 247      | 296      | 332       | 223       | 1,284          | 1,153     |
| <u>Cantaloups</u>    |          |          |          |          |           |           |                |           |
| Mexico               | -        | *        | *        | 2        | 122       | 492       | 615            | 649       |
| Other                | <u>-</u> | <u>-</u> | <u>*</u> | <u>1</u> | <u>3</u>  | <u>3</u>  | <u>8</u>       | <u>4</u>  |
| Total                | -        | *        | *        | 4        | 124       | 495       | 623            | 653       |
| <u>Watermelons</u>   |          |          |          |          |           |           |                |           |
| Mexico               | -        | 2        | 7        | 45       | 117       | 231       | 401            | 396       |
| Other                | <u>-</u> | <u>-</u> | <u>-</u> | <u>1</u> | <u>5</u>  | <u>7</u>  | <u>13</u>      | <u>20</u> |
| Total                | -        | 2        | 7        | 46       | 122       | 238       | 414            | 415       |
| <u>Carrots</u>       |          |          |          |          |           |           |                |           |
| Canada               | 120      | 68       | 50       | 16       | 4         | 1         | 258            | 325       |
| Mexico               | 4        | 7        | -        | -        | -         | -         | 11             | 5         |
| Other                | <u>*</u> | <u>*</u> | <u>*</u> | <u>-</u> | <u>-</u>  | <u>-</u>  | <u>1</u>       | <u>-</u>  |
| Total                | 124      | 75       | 50       | 16       | 4         | 1         | 270            | 330       |
| <u>Green Beans</u>   |          |          |          |          |           |           |                |           |
| Mexico               | *        | 18       | 28       | 21       | 37        | 16        | 120            | 103       |
| Other                | <u>-</u> | <u>*</u> | <u>-</u> | <u>-</u> | <u>*</u>  | <u>*</u>  | <u>*</u>       | <u>*</u>  |
| Total                | *        | 18       | 28       | 21       | 37        | 16        | 120            | 104       |

Note: Monthly data may not add to totals due to rounding. \*Less than 1,000 cwt.

Source: Bureau of the Census, U. S. Department of Commerce.

Table 4.--Fresh Vegetables: Exports, selected months,  
1969/70 with comparisons

| Commodity                  | 1969   |        | 1970   |        |        |        | : Total 6 months |           |
|----------------------------|--------|--------|--------|--------|--------|--------|------------------|-----------|
|                            | : Nov. | : Dec. | : Jan. | : Feb. | : Mar. | : Apr. | : 1969/70        | : 1968/69 |
| <u>1,000 hundredweight</u> |        |        |        |        |        |        |                  |           |
| Lettuce                    | 285    | 347    | 236    | 237    | 320    | 310    | 1,734            | 1,762     |
| Celery                     | 98     | 149    | 119    | 83     | 121    | 150    | 721              | 960       |
| Carrots                    | 3      | 21     | 30     | 39     | 58     | 111    | 263              | 358       |
| Cabbage                    | 3      | 48     | 63     | 89     | 114    | 138    | 456              | 391       |
| Peppers                    | 20     | 23     | 5      | 6      | 3      | 4      | 60               | 77        |
| Tomatoes                   | 91     | 81     | 22     | 5      | 2      | 24     | 227              | 227       |
| Beans, Green               | 6      | 9      | 2      | 2      | 12     | 6      | 38               | 46        |

Note: Monthly data may not add to total due to rounding.

Source: Bureau of the Census, U. S. Department of Commerce.

Table 4A.--Fresh Potatoes and Dry Onions: Exports and imports,  
selected months, 1969/70 with comparisons

| Commodity                  | 1969   |        | 1970   |        |        |        | : Total 6 months |           |
|----------------------------|--------|--------|--------|--------|--------|--------|------------------|-----------|
|                            | : Nov. | : Dec. | : Jan. | : Feb. | : Mar. | : Apr. | : 1969/70        | : 1968/69 |
| <u>1,000 hundredweight</u> |        |        |        |        |        |        |                  |           |
| <u>Potatoes:</u>           |        |        |        |        |        |        |                  |           |
| Exports                    | 57     | 69     | 51     | 40     | 140    | 226    | 584              | 542       |
| Imports                    | 110    | 235    | 253    | 223    | 344    | 337    | 1,502            | 2,093     |
| <u>Onions:</u>             |        |        |        |        |        |        |                  |           |
| Exports                    | 86     | 108    | 153    | 96     | 70     | 78     | 581              | 489       |
| Imports                    | 60     | 86     | 87     | 99     | 230    | 181    | 744              | 447       |

Note: Monthly data may not add to total due to rounding.

Source: Bureau of the Census, U. S. Department of Commerce.



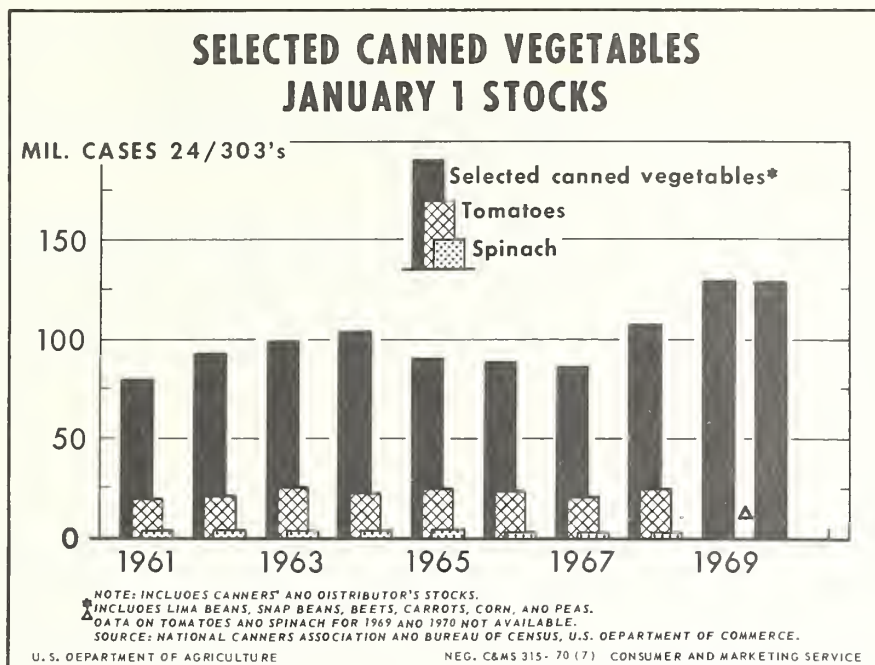


Figure 5

### III. Processed Vegetables

Aggregate supplies of canned and frozen vegetables in 1970/71 are expected to be substantially less than a year earlier. Reduced packs in 1969 and a continued high rate of disappearance during 1969/70 (Table 5) resulted in a 1970 aggregate carryover much smaller than the large volume last year. Moreover, pack reductions for many major vegetables are likely in 1970. The 1970 preliminary total acreage of 9 vegetables for processing is 1.6 million acres, 7 percent less than in 1969.

#### Canned

The 1970 total carryover of principal canned vegetables is indicated at approximately a fifth less than the extremely large holdings in 1969. Canned tomato and tomato juice stocks were about a third smaller. Stocks of canned snap beans were down sharply compared with last year's high level. Also, the 1970 carryovers of beets, green peas, sauerkraut, and sweet corn were less. Holdings of lima beans were up moderately.

Prices for most canned vegetables continued under pressure during 1969/70, although there was some price improvement as the season progressed. Nevertheless, there was a moderate reduction in the 1970 acreage of principal canned vegetables contracted for canning. The 1970 preliminary acreage of 9 vegetables for canning is estimated at 1.2 million acres, 5 percent less than in 1969 and 21 percent less than in 1968.

The 1970 total pack of leading canned vegetables may be moderately less than in 1969. A reduction is expected in the pack of tomato concentrates. Also, lima bean and beet packs are likely to be significantly smaller. Reductions are in prospect for canned snap beans, sweet corn, and green peas. Increased packs are indicated for sauerkraut and spinach.

The smaller carryovers combined with the pack reductions are likely to result in a 1970/71 aggregate supply of canned vegetables substantially smaller than in 1969/70. Despite the cutbacks, however, supplies should be adequate to match the expected rate of consumption in 1970/71. At the same time, the improved balance between supplies and market requirements should result in somewhat stronger markets in the season ahead.

### Frozen

Total supplies of major frozen vegetables during the 1970 winter were only slightly smaller than the heavy holdings a year earlier. But there was considerable range in the relative position of individual items compared with 1969. Substantially larger stocks of lima beans and sweet corn were more than offset by a smaller volume of snap beans and sharply reduced spinach holdings. Frozen green pea stocks were high, and showed little change compared with 1969.

The frozen vegetable market in 1969/70 was somewhat stronger than in 1968/69. Disappearance of major frozen vegetables was high, and the 1970 aggregate carryover is down about a tenth from last year. However, sharply smaller carryovers of snap beans and spinach account for most of the reduction. Remaining stocks of lima beans and green peas are only moderately smaller. The carryover of frozen sweet corn is up slightly from a year earlier.

Because of the chronic imbalance between supplies and market needs, growers and processors planned a further moderate reduction in the 1970 aggregate acreage of vegetables for freezing. Lima bean plantings are off sharply from 1969, and snap bean and green pea acreages are moderately below year earlier levels. The acreage of winter and spring spinach is up substantially.

With reduced plantings, the 1970 aggregate pack of major frozen vegetables will be considerably smaller than in both 1968 and 1969. The 1970 production of green peas in the West, where freezing is an important outlet, is indicated to be a fifth smaller than in 1969. Substantial reductions are also in prospect for the lima bean and sweet corn packs. The snap bean pack, however, may be only slightly smaller. The spinach pack will show a large increase over 1969's short output. The 1970/71 total supply (carryover plus pack) of the principal frozen vegetables likely will be about a tenth less than in 1969/70.

Table 5. --Vegetables, Canned and Frozen: Supply and disappearance, winter months, 1968, 1969, and 1970

| Commodity | Total Supply January 1 |      |      | Disappearance Jan. 1 - Mar. 31 |      |      |
|-----------|------------------------|------|------|--------------------------------|------|------|
|           | 1970                   | 1969 | 1968 | 1970                           | 1969 | 1968 |

Million cases (basis 24/303's)

**Canned Vegetables 1/**

|             |      |      |      |        |       |        |
|-------------|------|------|------|--------|-------|--------|
| Lima Beans  | 3.9  | 3.7  | 3.3  | 2/ 1.1 | 2/ .9 | 2/ 1.0 |
| Snap Beans  | 38.0 | 40.0 | 35.3 | 14.2   | 12.7  | 11.8   |
| Beets 3/    | 10.8 | 11.5 | 7.8  | 3.4    | 3.5   | 2.9    |
| Carrots 3/  | 4.6  | 4.6  | 4.8  | 1.3    | 1.4   | 1.5    |
| Corn, Sweet | 42.8 | 44.3 | 32.4 | 15.5   | 15.1  | 12.3   |
| Peas, Green | 23.4 | 25.4 | 24.2 | 8.9    | 8.7   | 8.8    |
| Spinach 3/  | N.A. | N.A. | 3.3  | N.A.   | N.A.  | 4/ 1.4 |
| Tomatoes    | N.A. | N.A. | 25.1 | N.A.   | N.A.  | 8.8    |

**Frozen Vegetables**

Million pounds

|             |       |       |       |         |         |         |
|-------------|-------|-------|-------|---------|---------|---------|
| Lima Beans  | 144.6 | 134.2 | 121.6 | 35.9    | 30.9    | 32.7    |
| Snap Beans  | 161.6 | 178.1 | 174.1 | 63.0    | 58.0    | 61.2    |
| Corn, Sweet | 321.6 | 291.2 | 230.3 | 110.1   | 87.4    | 85.8    |
| Peas, Green | 278.0 | 276.6 | 267.4 | 105.9   | 97.9    | 103.4   |
| Spinach     | 36.9  | 69.7  | 61.2  | 4/ 16.4 | 4/ 27.9 | 4/ 18.4 |

N. A. - Not available.

1/ Includes canners and distributors' stocks. 2/ Estimated by interpolation.

3/ Disappearance estimated from reports of canners' shipments. 4/ January 1 to March 1.

Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; and Statistical Reporting Service, USDA.

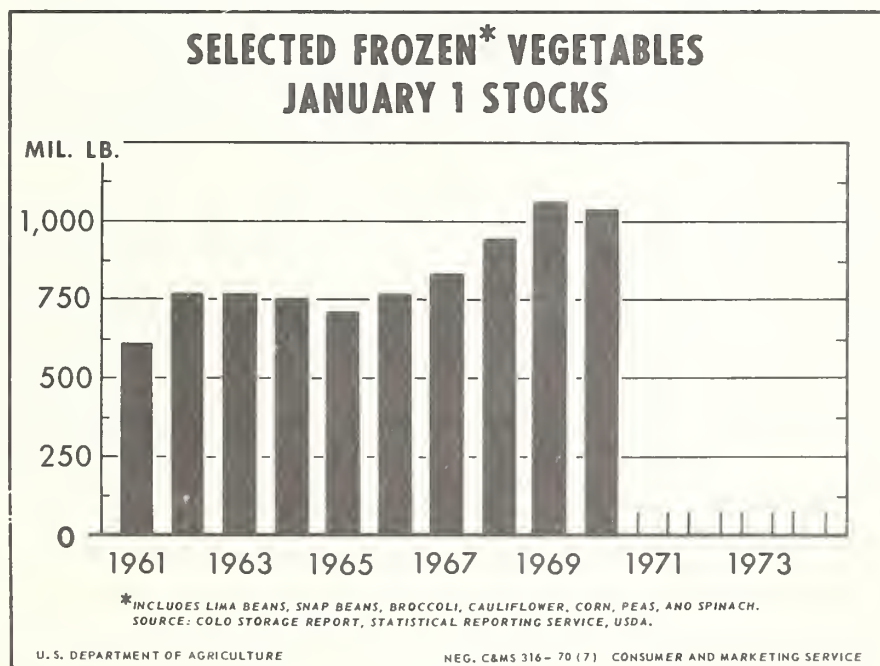


Figure 6



#### IV. General Economic Activity

The economy has tended to hold on a level plane so far in 1970. Real output declined in the first quarter and has continued sluggish in recent months. This decrease has been in response to a substantial drop in durable goods sales, reduced Federal spending, a further slump in housing, and sharply reduced inventory accumulations. As the summer gets underway, however, there are signs of increasing business activity with some indication for a pickup in durable goods sales and continued advances in outlays for services and nondurable goods. Moreover, expenditures for plant and equipment are expected to expand moderately.

Consumer spending in the second half of 1970 will probably continue to rise at a healthy pace despite a relatively high level of unemployment. Rising wage rates, some further reduction in tax rates (due to an increase in personal exemption allowance) and an increase in social security payments will lend to continued gains in after tax incomes and contribute to further increases in spending for food and most other consumer goods.

#### V. Demand for Vegetables

The 1971 guide recommendations reflect the assumption that per capita use of principal fresh vegetables will show little change. Nevertheless, with the national interest becoming increasingly focused on alleged nutritional deficiencies in the American diet, a wider use of fresh vegetables would be beneficial.

The domestic production potential for fresh vegetables is much greater than market requirements. Domestic production can easily keep pace with rising demand from the slightly more than one percent annual growth in total population. Possible checks on production potential, however, are adverse weather such as that in the winter of 1970 resulting in crop losses, and the "cost-profit squeeze" that has been discouraging to growers. For example, the index numbers (1910-14 = 100) of prices paid by all farmers for items used for production, interest, taxes and wage rates increased from 307 in 1960 to 390 in 1969.

In addition, the national market for fresh vegetables is attracting increasing amounts of foreign produce. In certain aspects of production, particularly wage rates, foreign vegetable growers have a significant competitive advantage. Thus, in the 1970's, domestic vegetable growers likely will be subjected to increasing competitive pressures.

As usual, prices for individual fresh vegetables will depend on supply patterns in competitive areas as well as supplies of close substitutes. Timeliness of harvest also will importantly affect prices.



## VI. 1971 Guide Recommendations

The 1971 total acreage guide recommendation for 10 winter vegetables is 235,800 acres, equal to the total planted in 1970. With normal acreage abandonment and average yields, the 1971 production would be 37.2 million hundredweight, 5 percent more than the 1970 aggregate of 35.4 million hundredweight. In 1971, the respective acreage guides for the 10 principal vegetables range from moderately less lettuce acreage to 15 percent more acreage for green peppers. For 1971 winter potatoes, an acreage equal to 1970 is recommended in both California and Florida.

Details by commodities are shown in Table 6. Recommendations for individual crops begin on page 16.

Table 6.--Fresh Winter Vegetables and Potatoes: 1971 planted acreage guides and probable production compared with 1970

| Commodity     | Planted acreage |                |             | Production    |               |
|---------------|-----------------|----------------|-------------|---------------|---------------|
|               | 1970            |                | Percentage: | 1971          |               |
|               |                 | guide          | change 1/   | 1970          | probable 2/   |
|               | 1,000<br>acres  | 1,000<br>acres | Percent     | 1,000<br>cwt. | 1,000<br>cwt. |
| Snap beans    | 15,200          | 15,200         | 0           | 275           | 521           |
| Cabbage       | 42,600          | 44,700         | +5          | 7,126         | 7,681         |
| Carrots       | 35,300          | 35,300         | 0           | 5,512         | 5,607         |
| Celery        | 10,900          | 10,900         | 0           | 5,423         | 5,198         |
| Sweet corn    | 12,700          | 12,700         | 0           | 304           | 722           |
| Escarole      | 7,500           | 7,500          | 0           | 771           | 814           |
| Lettuce       | 85,400          | 81,800         | -4          | 13,989        | 13,397        |
| Green Peppers | 6,000           | 6,900          | +15         | 230           | 709           |
| Spinach       | 7,900           | 7,900          | 0           | 361           | 365           |
| Tomatoes      | 12,300          | 12,900         | +5          | 1,392         | 2,190         |
| Potatoes      | 19,500          | 19,500         | 0           | 3,467         | 3,708         |
| Total 3/      | 235,800         | 235,800        | 0           | 35,383        | 37,204        |

Note: Guide recommendations for winter broccoli and cauliflower have been discontinued.

1/ 1971 guide compared with 1970.

2/ Computed: Product of 1971 guide acreage, less abandonment, multiplied by recent average yield per acre.

3/ Excludes potatoes.

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Snap Beans

(Florida)

| Year | : Acreage :           | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1971 Acreage Guide and  
probable production

(planted acreage equal  
to 1970)

15,200

1/ 35

521

Background statistics

|      |        |        |    |     |       |       |
|------|--------|--------|----|-----|-------|-------|
| 1970 | 15,200 | 12,500 | 22 | 275 | 19.40 | 5,335 |
| 1969 | 15,600 | 15,300 | 37 | 566 | 13.10 | 7,415 |
| 1968 | 15,200 | 14,900 | 33 | 492 | 15.20 | 7,478 |
| 1967 | 17,200 | 17,000 | 36 | 612 | 12.70 | 7,772 |

1/ 1967-69 average yield.

Comments

Winter snap bean production in 1970 was limited by adverse weather. The early January freeze severely damaged crops in southern Florida. Heavy March rains caused additional losses. Yields were light, and 1970 total production was only about half as large as in 1969.

During most of the 1970 winter, weekly snap bean shipments were less than market requirements. In contrast with the usual seasonal increase, Florida shipments continued light during January, declined in early February and only nominal supplies were available until early March. Winter imports from Mexico continued to expand in 1970. The imported supplies provided some offset to the light domestic production.

Florida prices held at high levels throughout most of the winter. Despite the record season average price, total crop value was sharply less than a year earlier because of the small volume sold.

Competing supplies of canned and frozen snap beans will continue to restrict the market for fresh supplies (Figure 7). In 1971, however, there should be a market for a volume much larger than was produced in 1970.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production substantially more than in 1970.

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Cabbage

(Arizona, California, Florida, and Texas)

| Year | : <u>Acreage</u> : |              | Yield :  | :            | :             | :         |
|------|--------------------|--------------|----------|--------------|---------------|-----------|
|      | :Planted:          | For harvest: | per acre | :Production: | Price :       | Value     |
|      | (Acres)            |              | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1971 Acreage Guide and  
probable production

(planted acreage 5 percent  
more than in 1970)

44,700                      1/ 179                      7,681

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1970 | 42,600 | 44,600 | 171 | 7,126 | 5.50 | 39,192 |
| 1969 | 47,000 | 44,500 | 171 | 7,608 | 3.21 | 24,443 |
| 1968 | 39,500 | 37,600 | 202 | 7,611 | 3.44 | 26,212 |
| 1967 | 43,800 | 41,100 | 173 | 7,124 | 3.33 | 23,726 |

1/ 1967-70 average yield.

Comments

The 1970 total winter cabbage production was moderately less than the relatively large 1968 and 1969 crops. Reduced plantings and low yields in Florida accounted for the decrease. Light storage holdings in the North further reduced total winter supplies compared with a year earlier (Figure 9). In Texas, Arizona, and California, high yields more than offset reduced plantings.

In Florida, normally the leading source for winter cabbage, fall rains and a hard freeze in early January caused heavy crop losses. As a result, Florida shipments were comparatively light.

The Texas crop, however, was substantially larger than in 1969. Texas shipments reached volume in early December, and during the remainder of the season far exceeded year-earlier levels. Also, increased supplies from California and Arizona provided some offset to the reduced Florida volume (Figure 10). The season average price was the highest ever, as was the total crop value.

Assuming average yields, a moderately larger acreage is needed to provide sufficient cabbage supplies during the 1971 winter.

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 8 percent more than in 1970.

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Carrots

(Texas and California)

| Year                                              | : Acreage             | : Yield  | :            | :             | :           |
|---------------------------------------------------|-----------------------|----------|--------------|---------------|-------------|
|                                                   | :Planted:For harvest: | per acre | :Production: | Price         | : Value     |
|                                                   | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000)   |
| <u>1971 Acreage Guide and probable production</u> |                       |          |              |               |             |
| (planted acreage equal to 1970)                   | 35,300                | 1/ 165   | 5,607        |               |             |
| <u>Background statistics</u>                      |                       |          |              |               |             |
| 1970                                              | 35,300                | 34,300   | 161          | 5,512         | 4.67 25,745 |
| 1969                                              | 37,600                | 36,600   | 165          | 6,048         | 4.40 26,621 |
| 1968                                              | 27,900                | 26,200   | 201          | 5,263         | 6.19 32,562 |
| 1967                                              | 39,100                | 38,100   | 146          | 5,544         | 3.96 21,931 |

1/ 1967-70 average yields by States.

Comments

Winter carrot output in 1970 was nearly a tenth less than the relatively large volume in 1969. Because of a smaller acreage, Texas production was 5 percent less. With a reduced acreage and a lower yield, California production was down substantially from 1969 (Figure 11).

Carrot shipments bunched during the latter half of the 1969/70 winter season following early winter rains and low temperatures that delayed the South Texas crop. Texas marketings continued light into mid-January, but February and March movement was quite heavy. Following a decline in central California shipments in late January, moderate volume moved from Coachella and Imperial Valley areas in the late winter. As usual, Arizona furnished light supplies. Also, some Florida carrots moved into commercial channels.

Winter carrot prices in 1970 averaged higher than in 1969, although markets were under pressure from heavy supplies during February and March. Weekly shipments in excess of 450 carlots during March resulted in low prices (Figure 12).

During the 1971 winter season, the production from an acreage equal to 1970 should meet market requirements.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and 1967-70 average yields by States, will result in a production 2 percent more than in 1970.



1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Celery

(Florida and California)

| Year | : Acreage :           | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1971 Acreage Guide and  
probable production

(planted acreage equal  
to 1970)

10,900

1/ 480

5,198

Background statistics

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1970 | 10,900 | 10,900 | 498 | 5,423 | 5.82 | 31,537 |
| 1969 | 11,500 | 11,500 | 478 | 5,492 | 4.51 | 24,757 |
| 1968 | 10,800 | 10,600 | 475 | 5,036 | 4.87 | 24,537 |
| 1967 | 12,200 | 11,200 | 452 | 5,061 | 3.61 | 18,286 |
| 1966 | 11,200 | 11,100 | 447 | 4,958 | 4.84 | 23,980 |

1/ 1968-70 average yield by States.

Comments

Celery markets showed good strength in the winter of 1969/70 largely because adverse weather threatened production potential. Prices increased substantially following the early January freeze in Florida. By late winter, however, prices averaged considerably lower compared with early winter levels. Nevertheless, favorable timing in supplies aided prices (Figure 8). Also, cold storage holdings of celery were nominal compared with the substantial inventory the previous winter.

The 1970 production in Florida was slightly below a year earlier, with a lower average yield obtained on an equal acreage. Florida shipments showed an erratic upward trend, peaking in March even though March rains interrupted harvest. Total value of the crop was considerably above 1969.

A high average yield in California offset a sharp acreage reduction, and output was about equal to 1969. California shipments held at high levels prior to Christmas, declining to moderate levels thereafter. From time to time, rail car shortages posed problems for California shippers. California prices averaged well above 1969, and total crop value was up sharply.

In 1971 harvest timing may not be as favorable as in 1970. However, markets should absorb the production from an acreage equal to 1970.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1968-70 average yield by States, will result in a production 4 percent less than in 1970.

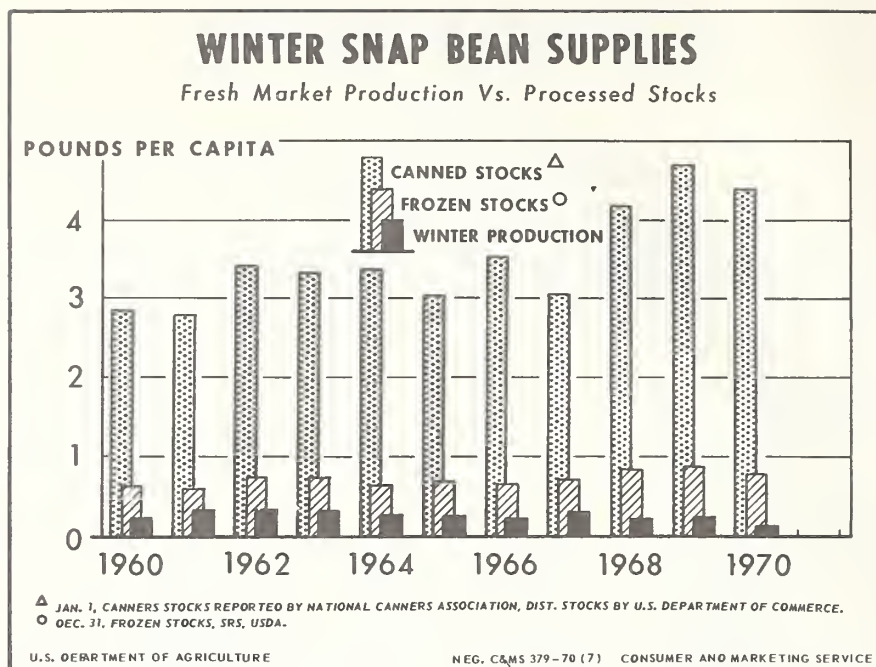


Figure 7

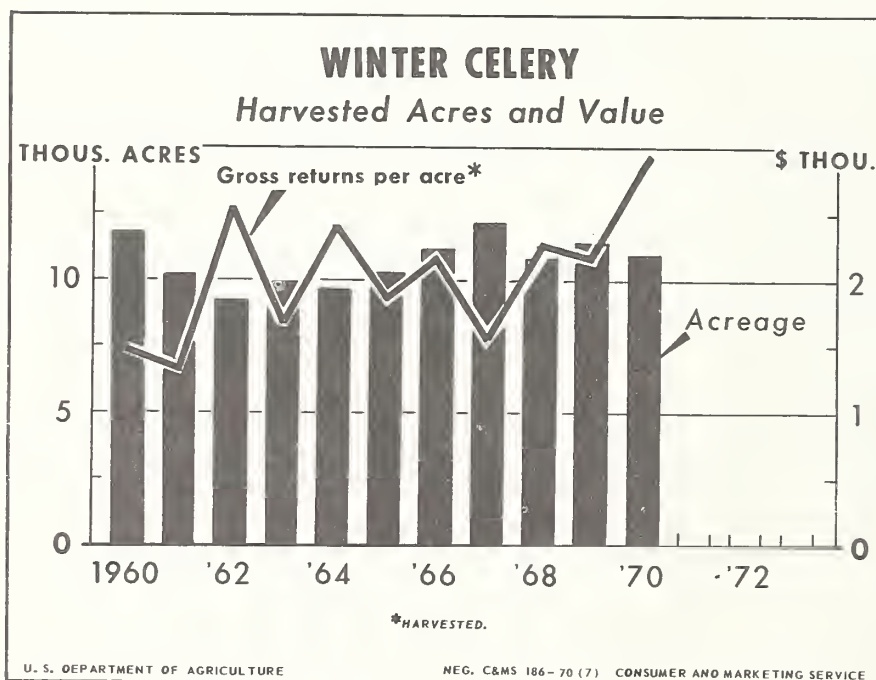


Figure 8

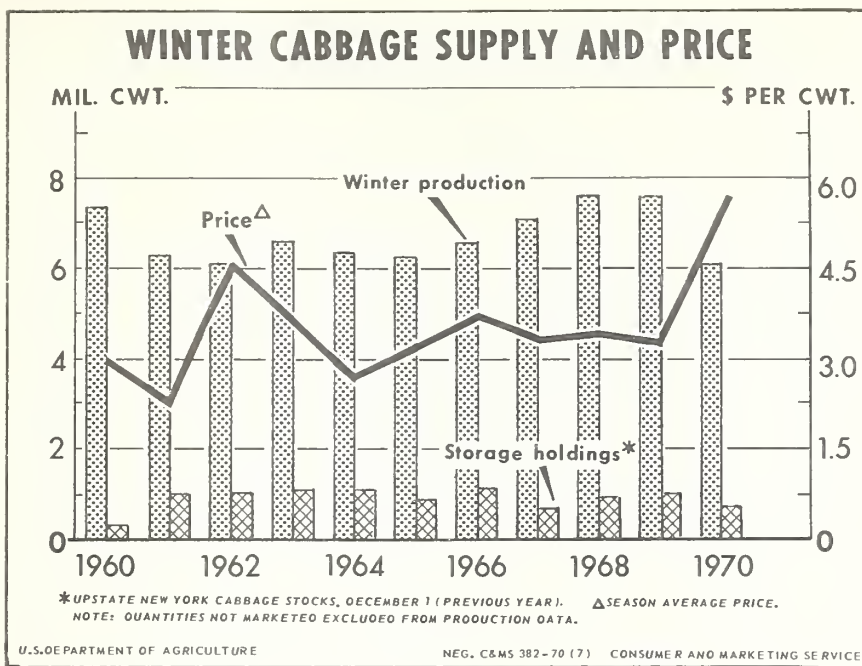


Figure 9

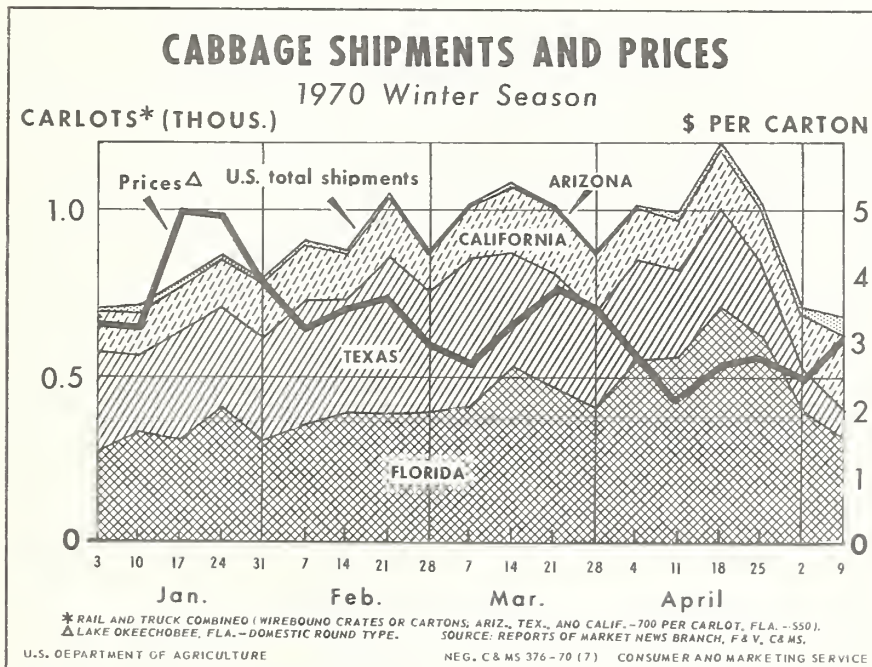


Figure 10

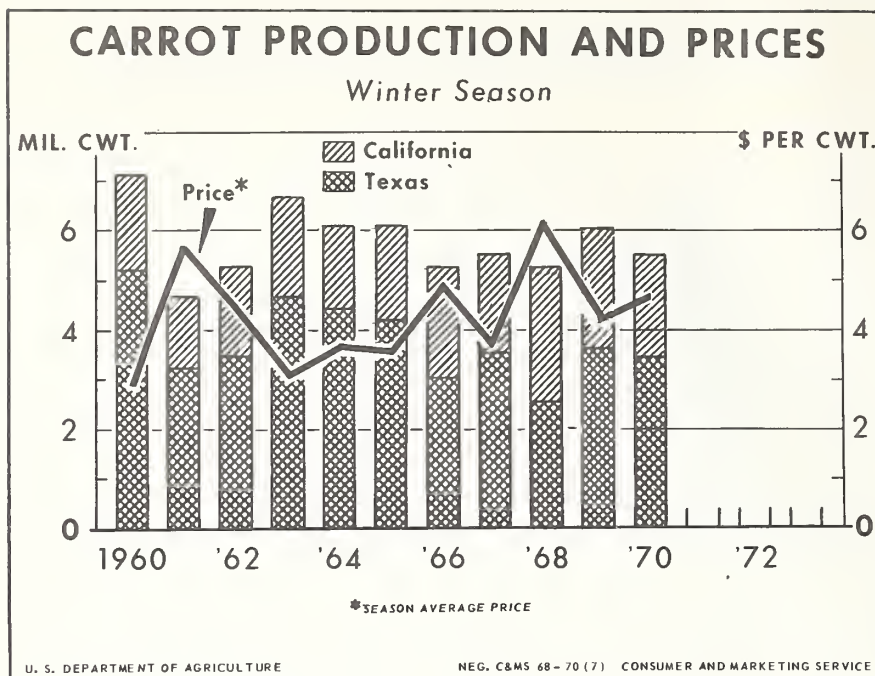


Figure 11

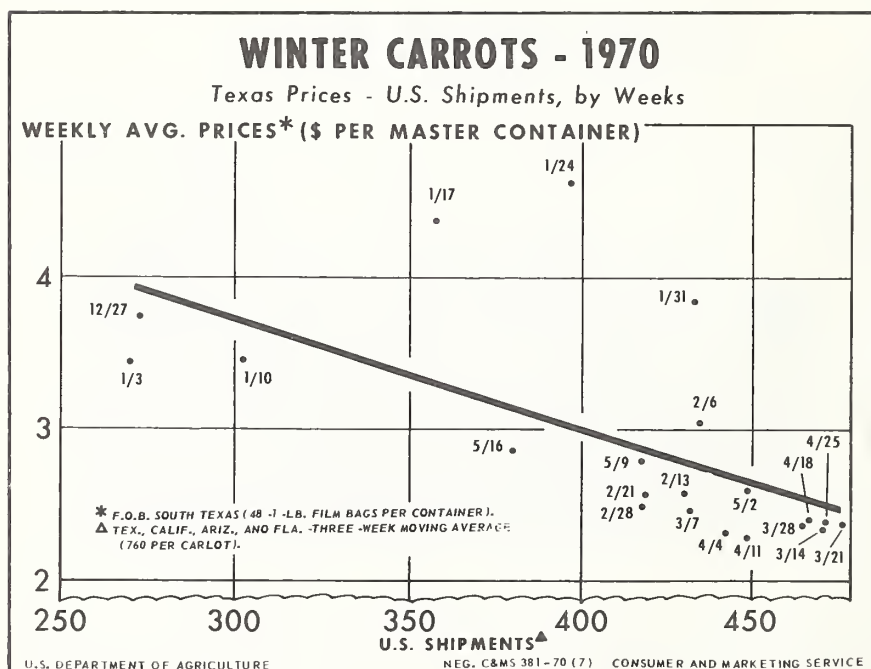


Figure 12



1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

| Year | : Acreage :           | Yield :  | :            | :                      |
|------|-----------------------|----------|--------------|------------------------|
|      | :Planted:For harvest: | per acre | :Production: | Price : Value          |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per (\$1,000 cwt.) |

1971 Acreage Guide and  
probable production

(planted acreage equal  
to 1970)

12,700

1/ 72

722

Background statistics

|      |        |        |    |     |       |       |
|------|--------|--------|----|-----|-------|-------|
| 1970 | 12,700 | 8,000  | 38 | 304 | 11.00 | 3,344 |
| 1969 | 12,700 | 9,000  | 75 | 675 | 8.60  | 5,805 |
| 1968 | 9,200  | 9,000  | 70 | 630 | 8.20  | 5,166 |
| 1967 | 13,000 | 11,100 | 70 | 777 | 7.10  | 5,517 |

1/ 1967-69 average yield.

Comments

The 1970 winter sweet corn plantings in Florida were equal to 1969. The crop developed favorably until January 9-11 when freezing weather resulted in heavy damage in the Everglades and Pompano areas. As a result, average yield and total production were less than half year earlier levels.

Prior to the freeze, weekly volume was moderate and prices ranged from \$3.00 to \$4.30 per crate. Shipments declined to minimal levels during February and the first half of March, and per crate price advanced to as high as \$6.00. Market volume trended upward in the late winter, but it was well into April before supplies matched requirements. The season average price was a record (Figure 13).

Although not directly competitive with fresh supplies, the 1969/70 winter cold storage holdings of frozen sweet corn were a record. Holdings next winter likely will be smaller as the 1970 acreage of sweet corn for freezing is down almost a fifth.

Assuming normal yields, an equal acreage in 1971 should provide an adequate tonnage.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production 138 percent more than in 1970.

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Escarole

(Florida)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | : Value   |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1971 Acreage Guide and  
probable production

(planted acreage equal  
to 1970)

7,500                      1/118                      814

Background statistics

|      |       |       |     |        |      |       |
|------|-------|-------|-----|--------|------|-------|
| 1970 | 7,500 | 6,700 | 115 | 771    | 8.46 | 6,523 |
| 1969 | 8,000 | 7,300 | 110 | 803    | 7.30 | 5,862 |
| 1968 | 6,600 | 5,900 | 135 | 2/ 756 | 7.70 | 5,821 |
| 1967 | 7,500 | 7,000 | 110 | 770    | 5.40 | 4,158 |

1/ 1967-70 average yield.

2/ Does not include 40,000 cwt. not marketed because of economic conditions.

Comments

Florida winter escarole production in 1970 was moderately less than a year earlier. A decrease in plantings combined with larger than usual acreage losses accounted for the smaller output. The generally cool temperatures and plentiful rains favored crop development, particularly in the important Everglades producing area, and yields were quite high.

Although cold weather and strong winds restricted marketings several times, harvest timing resulted in a good distribution of shipments throughout most of the season. Following a slow start, volume increased to moderate levels in late November with active volume continuing through early January. In the last half of January, supplies were light. But active harvesting resumed in early February. As in most years, the Everglades harvest was largely complete by late March. The Zellwood area furnished supplies during April and most of May.

The 1970 season average price (Figure 14) was record high as was total crop value.

Under average conditions, plantings equal to 1970 would result in adequate supplies during the 1971 season.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 6 percent more than in 1970.

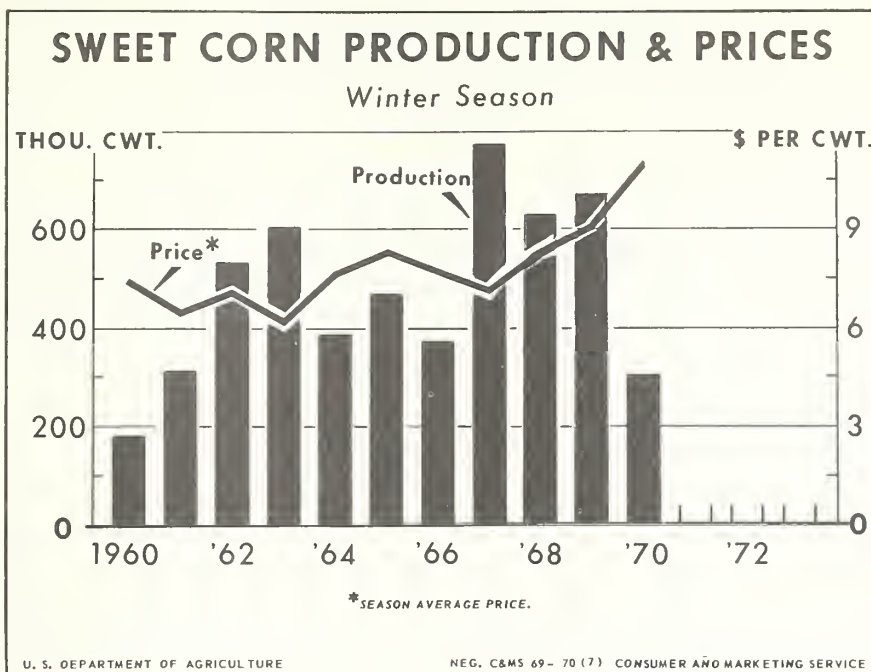


Figure 13

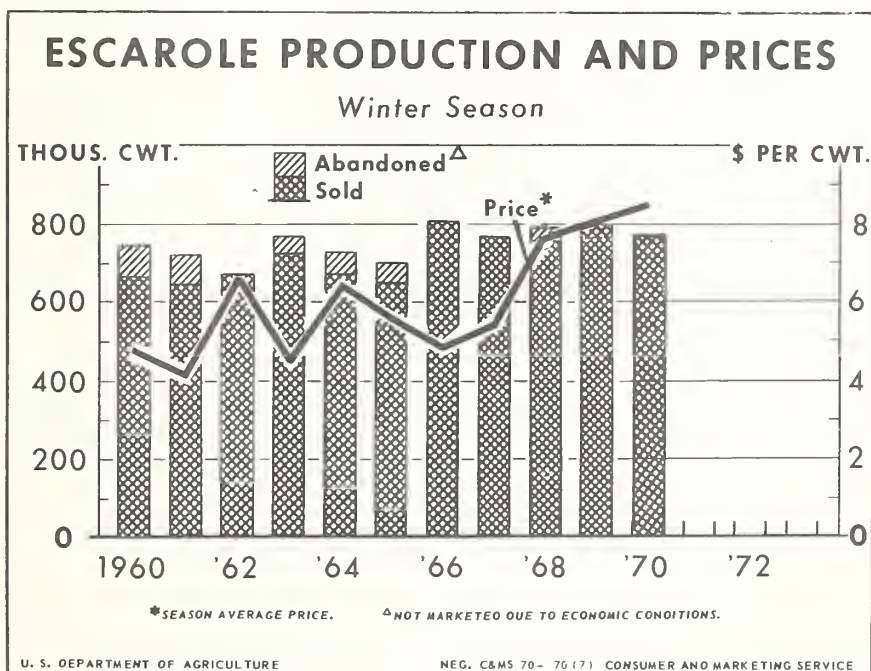


Figure 14

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Lettuce

(Florida, Texas, Arizona and California)

| Year | : Acreage :           | Yield :    | :            | :             | :         |
|------|-----------------------|------------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre : | Production:  | Price :       | Value     |
|      | (Acres)               | (Cwt.)     | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1971 Acreage Guide and  
probable production

(see guide below) 81,800 1/170 13,397

Background statistics

|      |        |        |     |        |      |        |
|------|--------|--------|-----|--------|------|--------|
| 1970 | 85,400 | 81,700 | 171 | 13,989 | 4.47 | 62,511 |
| 1969 | 84,300 | 77,700 | 170 | 13,221 | 5.75 | 75,968 |
| 1968 | 71,700 | 70,200 | 174 | 12,240 | 4.75 | 58,181 |
| 1967 | 78,300 | 75,800 | 172 | 13,005 | 3.64 | 47,287 |

1/ 1967-70 average yields by States.

Comments

A record output of 1970 winter lettuce in California resulted in a sharply reduced total crop value. Also, overlap from Arizona's late fall harvest and an early start in the spring harvest in the West contributed to the pressure on winter prices (Figure 15).

Weekly lettuce shipments from California and Arizona showed sharp week-to-week changes. In the West adverse weather slowed harvest from time to time. Also, the rate of cutting was reduced periodically in response to price trends (Figure 16).

Throughout the winter, a moderate volume moved from the Lower Rio Grande Valley of Texas. At shipping points in Texas, prices failed to match the moderate average of a year earlier.

In the Lake Okeechobee area of Florida, adverse weather limited winter tonnage. In addition to Iceberg, Florida shipments included a light volume of Romaine, Leaf and Bibb lettuce; these supplies returned a high average price.

In 1971, a moderate acreage reduction is recommended in the West.

1971 Guide

The 1971 guide is a planted acreage 5 percent less than in 1970 in Arizona and California and equal to 1970 in Florida and Texas. Such an acreage, with normal abandonment and a 1967-70 average yield by States, will result in a production 4 percent less than in 1970.



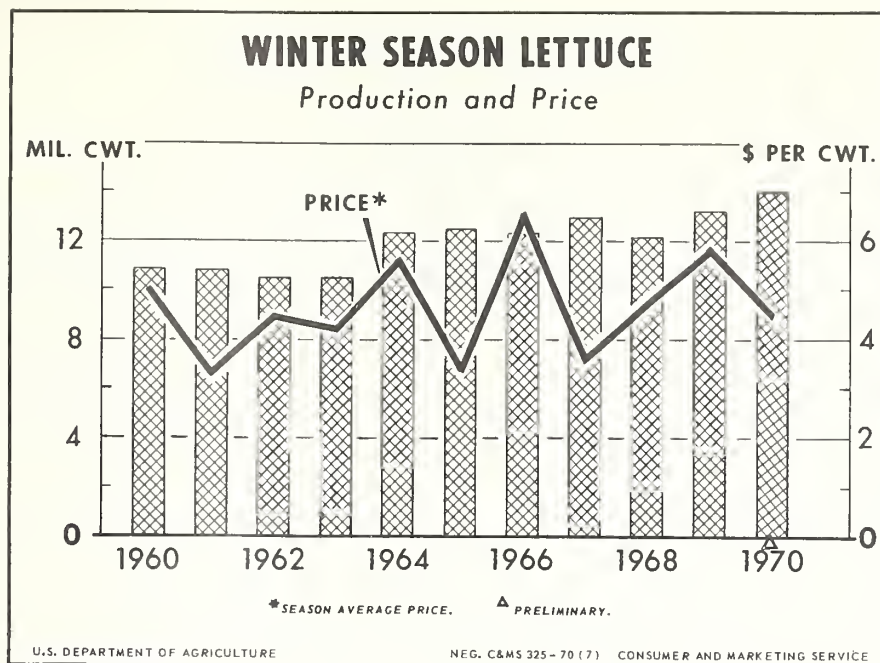


Figure 15

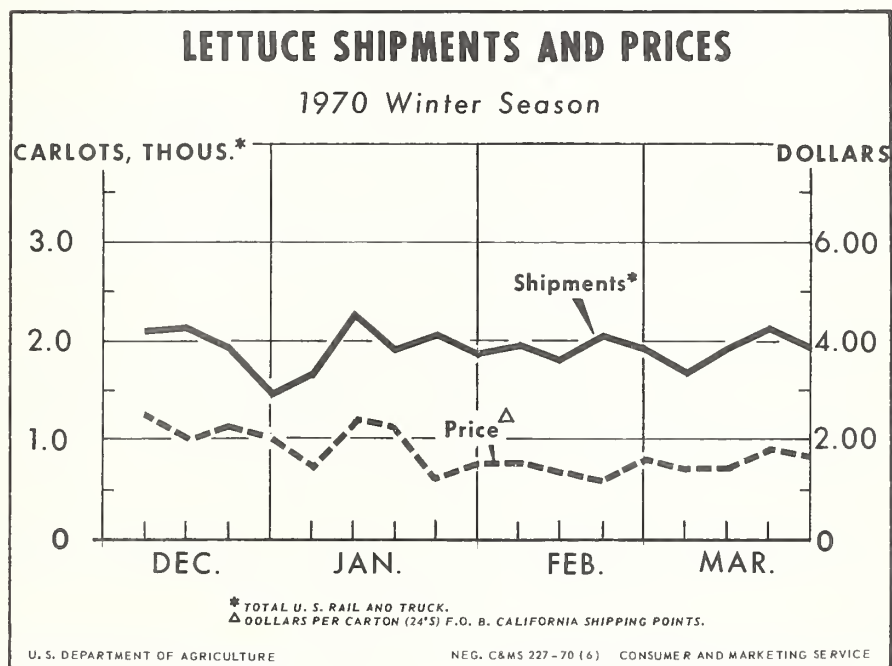


Figure 16

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Spinach  
(Texas and California)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | : Value   |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1971 Acreage Guide and  
probable production  
(planted acreage equal  
to 1970)

7,900                      1/ 51                      365

Background statistics

|      |       |       |    |     |       |       |
|------|-------|-------|----|-----|-------|-------|
| 1970 | 7,900 | 7,200 | 50 | 361 | 12.00 | 4,323 |
| 1969 | 8,400 | 7,400 | 50 | 371 | 11.30 | 4,180 |
| 1968 | 6,400 | 5,900 | 58 | 343 | 12.30 | 4,205 |
| 1967 | 8,600 | 7,600 | 49 | 372 | 11.20 | 4,166 |

1/ 1967-70 average yield by States.

Comments

In recent years, total winter spinach production has held within a narrow range. In 1970, Texas plantings, average yield, and production were a little below the respective 1969 levels. California's production was up moderately due to a high yield.

Weekly movement from the Winter Garden area of Texas ranged up to 82 carlots except in late January when 115 were recorded. Additional supplies originated in the Lower Rio Grande Valley. At Winter Garden, prices for a bushel basket - Savoy Type - ranged from \$2.00 to \$2.75 during the season, holding at the lower end of the range in late winter. Most of the crop was marketed by early April.

California supplies are concentrated in the south coastal counties, Salinas and the San Francisco Bay area. Harvest was active in January, continuing at a moderate rate into April. Similar to Texas, the California 1970 average price was well above 1969.

Per capita use of fresh spinach has trended downward. At the same time, consumers are using increasing amounts of the frozen product; canned spinach consumption has been holding about steady.

In 1971, an equal acreage should provide an adequate tonnage for fresh market needs.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and 1967-70 average yield by States, will result in a production slightly more than in 1970.

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Green Peppers  
(Florida)

| Year                                              | : <u>Acreage</u> :    | Yield         | :            | :             | :         | :      |
|---------------------------------------------------|-----------------------|---------------|--------------|---------------|-----------|--------|
|                                                   | :Planted:For harvest: | per acre      | :Production: | Price         | : Value   |        |
|                                                   | (Acres)               | (Cwt.)        | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |        |
| <u>1971 Acreage Guide and probable production</u> |                       |               |              |               |           |        |
| (planted acreage 15 per-                          |                       |               |              |               |           |        |
| cent more than in 1970) 6,900                     |                       |               |              |               |           |        |
|                                                   |                       | <u>1/</u> 107 | 709          |               |           |        |
| <u>Background statistics</u>                      |                       |               |              |               |           |        |
| 1970                                              | 6,000                 | 5,100         | 45           | 230           | 26.30     | 6,049  |
| 1969                                              | 7,000                 | 6,500         | 95           | 618           | 14.70     | 9,080  |
| 1968                                              | 7,100                 | 6,900         | 120          | 828           | 12.50     | 10,376 |
| 1967                                              | 7,200                 | 7,100         | 105          | 746           | 11.50     | 8,547  |

1/ 1967-69 average yield.

Comments

The 1970 winter production of green peppers in Florida was about a third as large as the relatively small 1969 output (Figure 17). South Florida crops encountered successive periods of extremely adverse weather and losses were heavy. After fall rains restricted plantings, a severe freeze in January followed by strong winds and excessive rainfall in late February and early March further limited 1970 production.

Green pepper supplies were extremely light during most of the 1970 winter. Florida shipments declined sharply in mid-January and continued at light levels the remainder of the season. The less than 100 carlot equivalents shipped from Florida in March compared with almost 900 in March 1969.

Total winter imports from Mexico and other sources were almost a third more than the large volume in 1969. During February and March, West Mexico was the principal source for U.S. supplies.

Shipping point prices remained at near-record levels throughout the 1970 season. Because of the reduced volume, however, total crop value was considerably lower than in recent years. Price responses for green peppers are shown in Figures 18 and 19.

Increased plantings in Florida will be required to furnish sufficient supplies for the 1971 season.

1971 Guide

The 1971 guide is a planted acreage 15 percent more than in 1970. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production about triple that in 1970.

1971 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

| Year | : Acreage :           | Yield :  | :            | :       | :         |
|------|-----------------------|----------|--------------|---------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price   | : Value   |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per | (\$1,000) |
|      |                       |          |              | cwt.)   |           |

1971 Acreage Guide and  
probable production

(planted acreage 5 per-  
cent more than in 1970)

12,900                      1/ 175                      2,190

Background statistics

|      |        |        |     |       |       |        |
|------|--------|--------|-----|-------|-------|--------|
| 1970 | 12,300 | 11,600 | 120 | 1,392 | 13.00 | 18,096 |
| 1969 | 15,000 | 14,500 | 155 | 2,248 | 11.60 | 26,077 |
| 1968 | 13,100 | 13,000 | 180 | 2,340 | 14.20 | 33,228 |
| 1967 | 15,400 | 14,900 | 190 | 2,831 | 9.40  | 26,611 |

1/ 1967-69 average yield.

Comments

A freeze January 9-11 damaged an extensive acreage of Florida tomatoes, and the 1970 production amounted to about half the early season expectations. Following the freeze, the fresh tomato market was highly volatile, reflecting sharp short-term changes in domestic supplies, and an erratic pattern in periodic crossings of fresh tomato imports from Mexico.

Shipments from Florida moved in a normal pattern during December and early January. Following the freeze daily movement decreased and ranged from nominal to light. Florida's December-March total shipments were approximately 5,100 carlot equivalents, a third less than the 7,700 recorded in the like period of 1968/69.

Prices for Florida vine ripens and mature green fluctuated widely during the season. In spite of the small volume, the Florida winter season price attained only a moderate average when related to increasing costs for production and packing. A heavy volume of imports limited the tomato price response. Highlights of the fresh tomato market are shown in Figures 20, 21, and 22.

From December 1969 through March 1970, a record 324 million pounds of Mexican tomatoes were marketed in the United States compared with 263 million last season. These imports were equivalent to 70 percent of the total domestic winter supply compared with approximately 50 percent in 1968/69.

In 1971, a larger fresh winter tomato crop is recommended for Florida.

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production 57 percent more than in 1970.



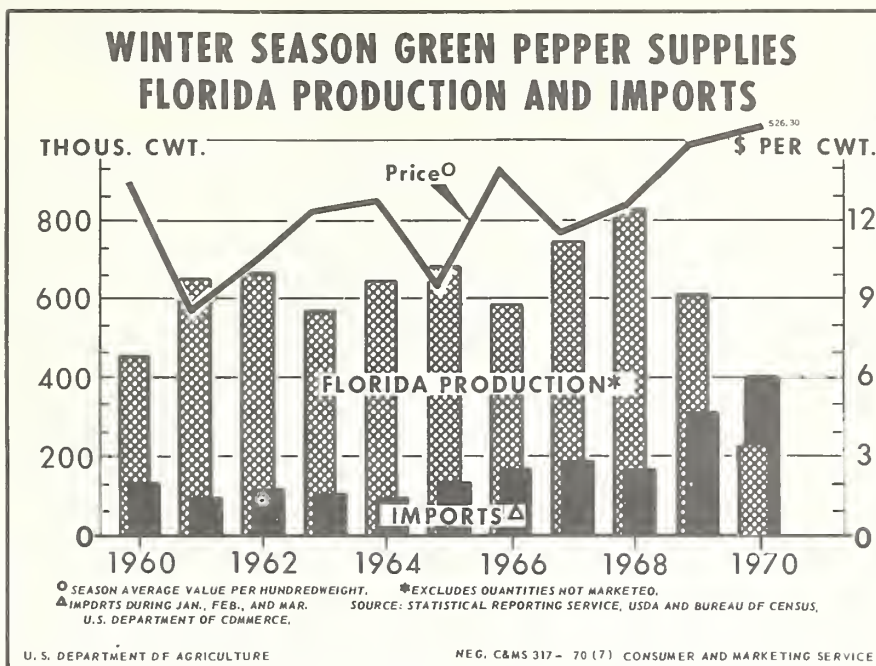


Figure 17

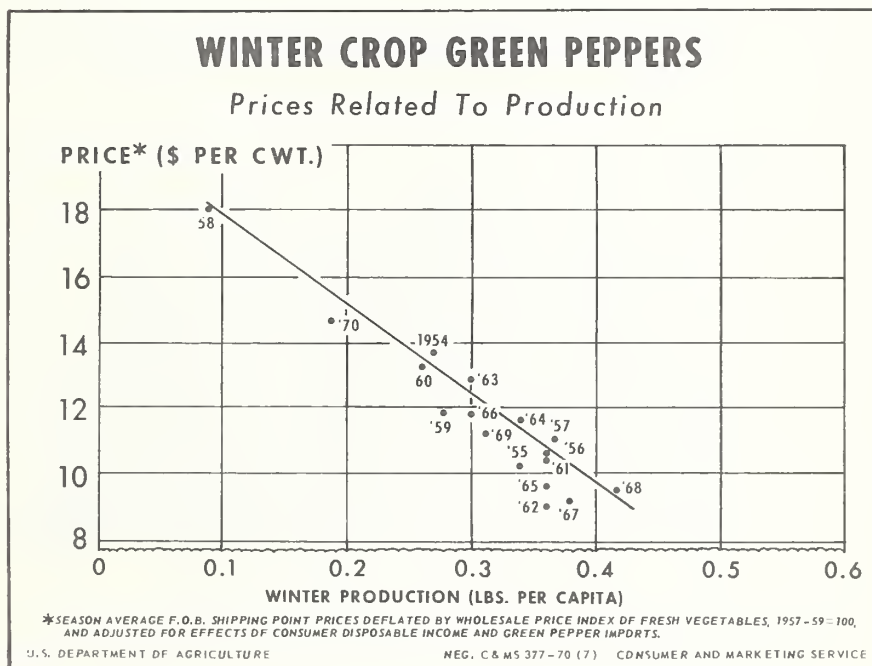


Figure 18

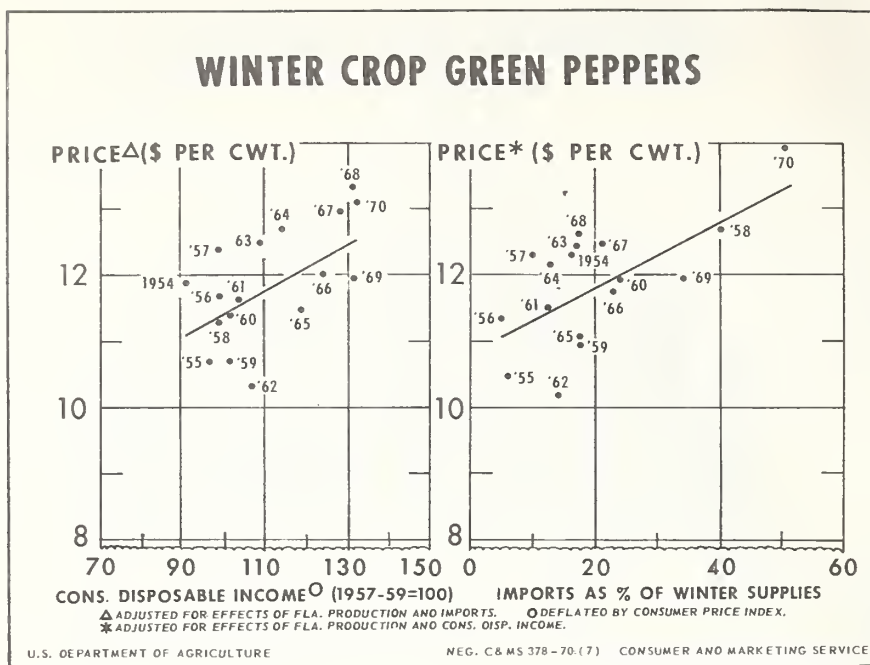


Figure 19

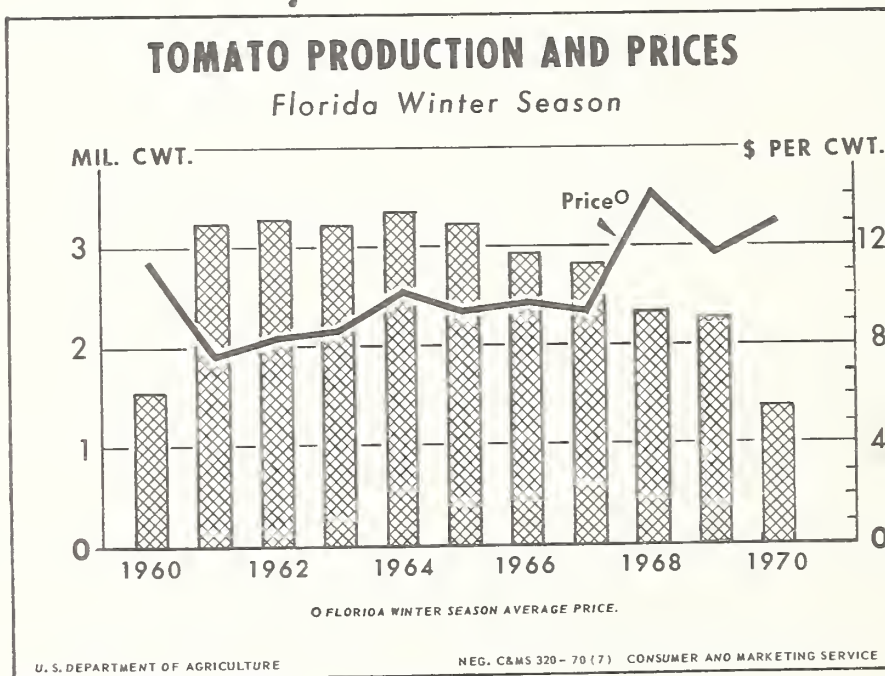


Figure 20

## WEEKLY TOMATO SHIPMENTS, 1969-70

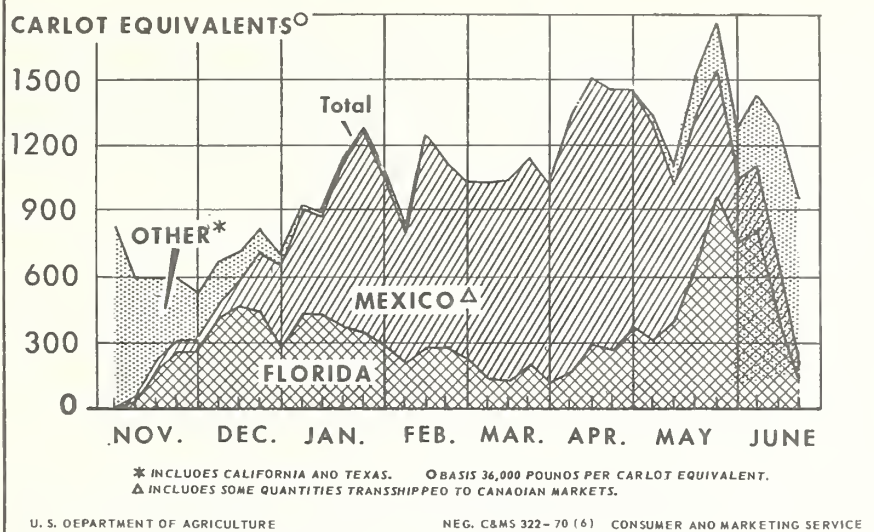
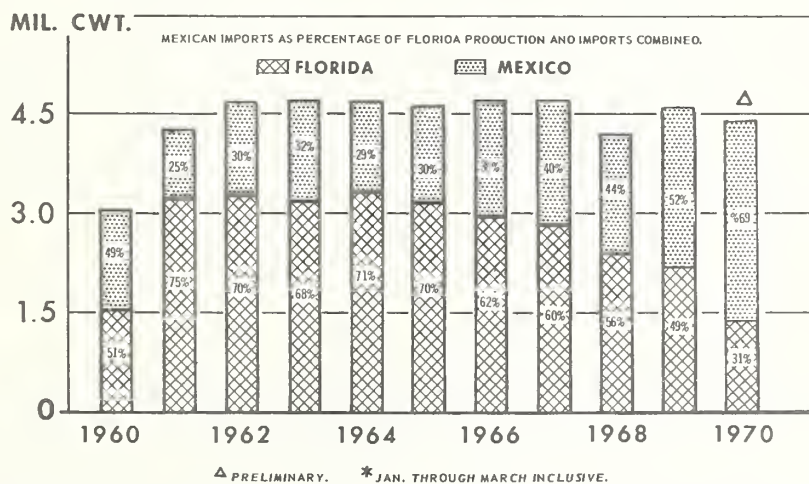


Figure 21

## WINTER SEASON\* FRESH TOMATO SUPPLIES

Florida Production Plus Mexican Imports



U. S. DEPARTMENT OF AGRICULTURE

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Figure 22

1971 Acreage-Marketing Guides  
Winter Potatoes

(California and Florida)

| Year | : Acreage             | : Yield  | :            | :             | :         |
|------|-----------------------|----------|--------------|---------------|-----------|
|      | :Planted:For harvest: | per acre | :Production: | Price         | : Value   |
|      | (Acres)               | (Cwt.)   | (1,000 cwt.) | (\$ per cwt.) | (\$1,000) |

1971 Acreage Guide and  
probable production  
(planted acreage  
equal to 1970)

|            |        |        |       |
|------------|--------|--------|-------|
| California | 8,500  | 1/ 215 | 1,828 |
| Florida    | 11,000 | 1/ 178 | 1,880 |
| Total      | 19,500 |        | 3,708 |

Background statistics - Total

|      |        |        |     |       |      |        |
|------|--------|--------|-----|-------|------|--------|
| 1970 | 19,500 | 18,800 | 184 | 3,467 | N.A. | N.A.   |
| 1969 | 21,000 | 19,800 | 193 | 3,828 | 3.39 | 12,666 |
| 1968 | 22,200 | 21,900 | 177 | 3,885 | 3.23 | 12,241 |
| 1967 | 24,800 | 24,700 | 198 | 4,894 | 3.30 | 15,669 |

California

|      |        |        |     |       |      |       |
|------|--------|--------|-----|-------|------|-------|
| 1970 | 8,500  | 8,500  | 220 | 1,870 | N.A. | N.A.  |
| 1969 | 8,800  | 8,800  | 210 | 1,848 | 2.93 | 5,169 |
| 1968 | 10,500 | 10,500 | 180 | 1,890 | 2.49 | 4,492 |
| 1967 | 12,800 | 12,800 | 215 | 2,752 | 2.81 | 7,343 |

Florida

|      |        |        |     |       |      |       |
|------|--------|--------|-----|-------|------|-------|
| 1970 | 11,000 | 10,300 | 155 | 1,597 | N.A. | N.A.  |
| 1969 | 12,200 | 11,000 | 180 | 1,980 | 3.80 | 7,497 |
| 1968 | 11,700 | 11,400 | 175 | 1,995 | 3.90 | 7,749 |
| 1967 | 12,000 | 11,900 | 180 | 2,142 | 3.90 | 8,326 |

N.A. - Not available.

1/ Average of the 2 highest yields in 3 recent crop years.

2/ Preliminary.

Comments

The 1970 total winter potato production was the smallest in a decade. Freezing weather in Florida resulted in low yields, and the State's 1970 crop was almost a fifth below 1969. Florida shipments were light through February, increased in March and peaked in April. A delay in Florida spring harvest helped to firm demand for winter marketings. The small winter volume returned a high average price.

Production in California has been on a level plane since 1968. Harvest in Riverside, Madera and Kern Counties was underway in early December 1969. Digging was completed about April 1. Prices for California marketings trended downward into midwinter but firmed sharply late in the shipping season.



Next winter, competing supplies in storage areas are expected to be substantial. Therefore, winter potato growers are recommended to hold acreage at last year's level (Figure 23).

### 1971 Guide

The 1971 winter potato guide is a planted acreage in California and Florida equal to 1970. Such an acreage, with normal abandonment and average yield by States, will result in a total production 7 percent more than in 1970.

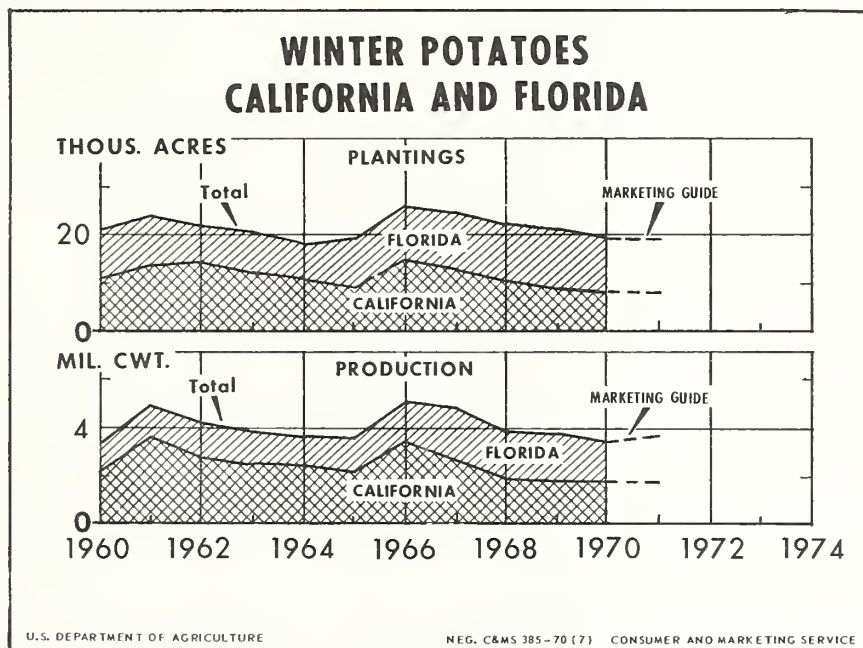


Figure 23

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